Please revise the claims as follows:

1. (Currently Amended)   An on line interactive advertising system which enables time based viewing of random ~~non-targeted~~ advertising by a participant engaged in an activity in which the participant receives electronic data and/or images and at the same time and at the option of the participant, views said advertising, the process comprising:

a consumer station which receives said electronic data or images;

an information provider which delivers said electronic data or images to said consumer station;

a host with which said consumer station communicates and interacts; and

an advertising provider associated with said host and which delivers advertising for ~~optional~~ viewing by the participant;

wherein advertisements are delivered randomly from the advertising provider via said host to said consumer station wherein, said participant, responsive to [[an]] <u>the random</u> invitation from said host can selectively view said advertising, whereby when said consumer elects to view advertising from said advertising provider via said host, the consumer receives rewards related to the viewing of said advertising and wherein, the participant at the consumer station views said advertising material without software being downloaded and installed into the consumer station from the host and wherein the consumer receives said advertising material by responding to a random

~~non-targeted~~ invitation to the consumer from the host <u>and wherein the advertising</u> <u>selected for viewing by said participant is displayed independent of any data or images</u> <u>displayed on said screen, at said consumer station and wherein viewer software</u> <u>enabling the consumer to view advertising, is browser driven such that said software</u> <u>is embedded into said viewer software and wherein said viewer software does not</u> <u>remain at the consumer station at the termination of viewing said advertisements, said</u> <u>random invitation appearing as an icon or alarm at the consumer station, the system</u> <u>including a predetermined idleness criteria such that in the event the consumer station</u> <u>fails to respond to the random invitation within a predetermined period, the invitation</u> <u>will cancel itself and reappear randomly at a later time at the consumer station</u> <u>allowing the consumer another opportunity to elect whether to view advertising</u> <u>material while online, said advertisements appearing at a predetermined location on a</u> <u>display at the consumer station</u>.

2. - 4. (Cancelled)

5.   (Currently Amended) An interactive system according to claim [[9]] <u>1</u>, wherein:

said invitation is a flashing icon.

6. (Currently Amended) An interactive system according to claim [[8]] 12, wherein:

said consumer station is a computer.

7. (Currently Amended) An interactive system according to claim [[8]] 12, wherein:

said consumer station is a member selected from the group consisting of a digital television receiver, webpad and Wireless Application Protocol phone.

8. (Cancelled)

9. (Currently Amended) An interactive system according to claim [[8]] 5, wherein:

said advertising appears at said consumer station as a banner on said display.

10. (Currently Amended) An interactive system according to claim [[5]] 9, wherein:

said icon appears at any location within said banner.

11.   (Previously Presented) An interactive system according to claim 10, wherein:

said banner is moveable.

12.   (Previously Presented) An interactive system according to claim 11, wherein:

said icon is visible irrespective of its location within said banner and when received at said consumer station is enabled by an internet browser.

13. - 15. (Cancelled)

16.   (Currently Amended) An interactive system according to claim [[6]] 12, wherein:

said rewards comprise rebates to said participant for the costs of internet time commensurate with the time spent viewing advertising.

17.   (Currently Amended) An on-line interactive online system for viewing advertising for reward which enables elective time-based viewing of random non-targeted advertising by a participant receiving electronic data and/or images from an information provider, the process comprising:

a participant computer which receives said electronic data or images; and

an advertising provider in communication with said participant computer;

wherein, the advertising provider communicates with said participant computer station upon election by said participant responsive to an invitation from said advertising provider; wherein, the participant receives said advertising material by responding to a random ~~non-targeted~~ invitation from the advertising provider appearing at the participant's station without <u>requiring</u> software being downloaded to the participant's station and wherein, when said participant elects to view advertising from said advertising provider the participant receives rewards<u>;</u>

<u>wherein the advertising selected for viewing by said participant is displayed independent of any data or images displayed on said screen, at said participant station and wherein viewer software enabling the consumer to view advertising is browser driven such that said software is embedded into said viewer software and wherein said viewer software does not remain at the consumer station at the termination of viewing said advertisements, said random invitation appearing as an icon or alarm at the consumer station, the system including a predetermined idleness criteria such that in the event the consumer station fails to respond to the random invitation within a predetermined period, the invitation will cancel itself and reappear randomly at a later time at the consumer station allowing the consumer another opportunity to view advertising material while on line, said advertisements appearing at a predetermined location on a display at the consumer station.</u>

18. (Currently Amended) An interactive system according to claim 17, wherein:

said participant station is connected to the internet and wherein said invitation is <u>random</u> on the screen of the participant computer, the process including a predetermined idleness criteria such that in the event the participant computer fails to respond to the random ~~non-targeted~~ invitation within a predetermined period, the invitation will terminate and reappear randomly at a later time on the participant computer thereby allowing the participant repeated opportunity to elect whether to receive advertising material for reward while on line<u>:</u>

<u>wherein the participant is able to view advertising simultaneously with online information, thereby allowing the participant to gain rewards and benefits based on the time spent viewing advertising</u>.

19. - 20. (Cancelled)

21. (Currently Amended) An interactive system for enabling time based elective viewing of advertising at a participant computer while the computer is online, comprising:

an advertising provider in communication with said participant computer, while the participant is obtaining data or information from an information provider, wherein the advertising provider communicates with said participant computer via the advertising provider's web site, upon election by said participant responsive to an

invitation from said advertising provider; wherein, without software being downloaded to the participant computer, the participant views said advertising material by responding to a random ~~non-targeted~~ invitation from the advertising provider appearing on the participant display; said random invitation appearing as a flashing icon on a display of the participant computer and including a predetermined idleness criteria such that in the event the participant computer fails to respond to the invitation within a predetermined period, the participant will not receive advertising nor rewards for viewing said advertising, whereupon the invitation will reappear randomly at a later time on the participant's computer display allowing the participant repeated opportunity to elect whether to receive advertising material while on line; wherein upon acceptance by the consumer of advertising by signalling the advertising provider, advertisements will be sent to the consumer's computer for a predetermined random period following which the advertisements will be suspended until reactivated by the consumer by signalling the advertising provider; the process thereby allowing the participant to view advertising simultaneously with online information ~~at the option of the participant,~~ thereby allowing the participant to receive rewards to offset the cost of online time while the participant views advertising messages; <u>and</u> the process operable without the need for the consumer to download specific software.

22. - 26. (Cancelled)

27.   (Currently Amended) A method for time based elective viewing of advertisements by a participant provided by an advertisement provider while the participant is on the Internet such that the participant can optionally view advertisements while viewing information supplied by an information provider to defray the costs of online time, the method comprising the steps of:

a) connecting a participant computer to an information provider via the Internet;

b) establishing a link to a web page of an information provider host;

c) sending particulars of the participant computer such as the computer's Email address to the host to establish a link between the participant computer and the advertising provider;

d) receiving at the participant computer from said advertising provider a randomly displayed ~~non-targeted~~ invitation to receive advertising material via said host ~~at the option of the participant~~ while the consumer is receiving information from the information provider;

e) allowing said random invitation to display on the participant computer for a predetermined length of time, whereupon;

i) ~~in the event that the participant ignores the invitation to receive advertising material,~~ when the invitation is ignored by the participant, the invitation will remain as a randomly flashing icon and will reappear again at a random time allowing the participant subsequent opportunities to accept the invitation to receive advertising,

ii) ~~in the event that~~ <u>when</u> the participant accepts the random invitation from the host to receive advertisements from the advertising provider, the participant will receive on the participant's computer display an advertising banner which will display advertising targeted to a predetermined parameter selected from participant profile information, such as post code or Email address; whereupon after a predetermined period of time supplying advertising, the advertising provider will cease provision of advertisements and will reactivate the invitation to the participant to request supply of the advertisements; and

f) in the event of selection of option e) ii) the participant will during the period of viewing of advertisements receive rewards commensurate with the amount of time spent by the participant viewing advertising provided by the advertising provider, wherein the advertisements are viewable by the participant without the need to download enabling software to the operating system of the participant's computer.

28. (Cancelled)

29. (Currently Amended) A method according to claim [[28]] <u>27</u>, wherein:

the invitation to the participant appearing on the participant computer to receive advertising from the advertising provider is a flashing icon which the participant clicks which signals to the advertising provider whereupon, the advertising provider matches with the particular participant's particulars, whereupon the advertising provider

supplies advertising to the participant computer until the participant cancels the advertising.

30. (Cancelled)

31. (New) An interactive system according to claim 1, wherein:

said reward is a member selected from the group consisting of credit, cash and a prize.